*Teaching the iGeneration –* Study Guide

Chapter 3

Telling Powerful Visual Stories

1. Why are stories a particularly effective means to move people toward action? What are the five principles that give a story staying power
2. Along with persuasive and credible writing, images also have an impact on influence; high levels of exposure to visual content have had a huge impact on children and teens. What are some characteristics of memorable images?
3. What is Creative Commons licensing? What are the six different forms of attribution available through Creative Commons?
4. Once you have prepared a digital kit for use by students, what basic principles should they follow when assembling their story from the elements in the kit?